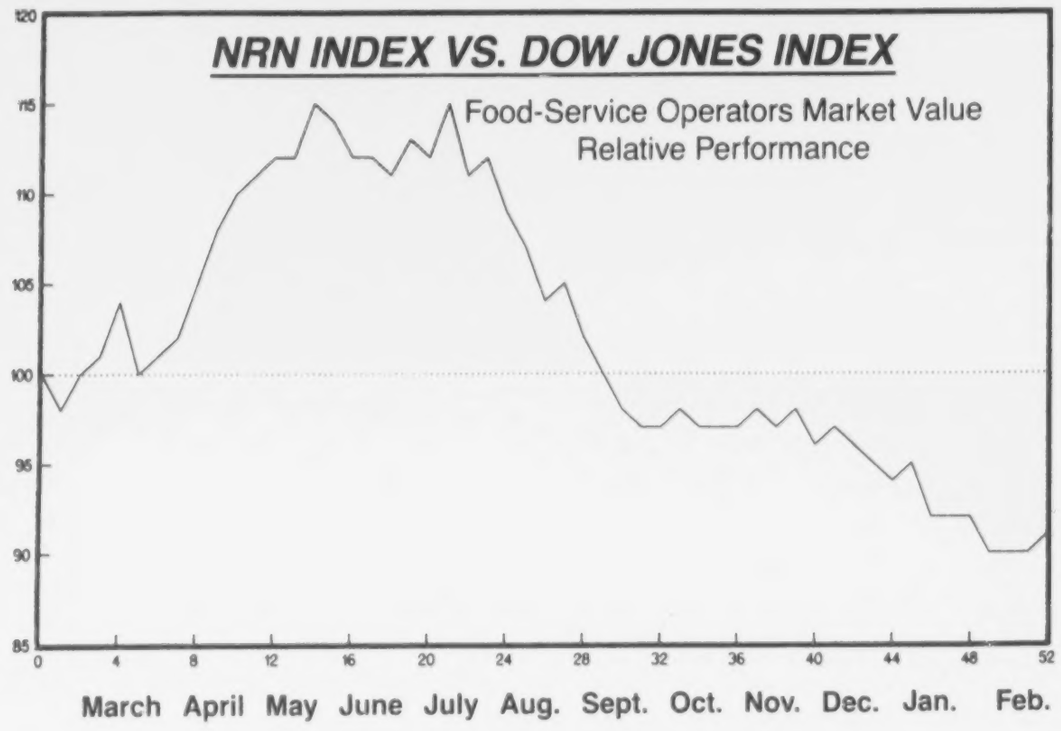
NOTES AND EXPLANATIONS: Market: N—New York Stock Exchange. A—American Stock Exchange. O—NASDAQ Over-The-Counter. M—NASDAQ National Market. **Reporting Period:** 3 mos.—First quarter of fiscal year. 6 mos.—First six months of fiscal year. 9 mos.—First nine months of fiscal year. fis-cal—Fiscal year. NEW—New report since last issue. **General Field Footnotes:** NA—Not available or not applicable. NC—Data required for calculation currently incomplete in our files. NE—Negative earnings invalidate calculations. NM—No meaningful figure. a—stock dividend. b—cash plus stock dividend. **The Charts:** The *NRN* Stock Index calculates the per cent change in the market value of food-service operators since Oct. 28, 1983. The *NRN* Stock Index vs. Dow Jones Index calculates the relative performance of the two indexes from their levels of 52 weeks ago.



Source: Media General Financial Services

Oct. 28, 1983 = 100

Stock Market / Financial Update

Company and Market	2-13-87 Close	Weekly Change Amt.	Weekly Change Pct.	Weekly Price Range High	Weekly Price Range Low	52-Week Price Range High	52-Week Price Range Low	Weekly Volume Shares Traded Total	Weekly Volume Shares Traded % Out	12-Week Avg. Vol. As % Out	Volume Trend Change	P/E Ratio	Indicated Divd. Rate Amt.	Indicated Divd. Rate Yld.	Latest Report New Report	Latest Report Period	Latest Report Date Ended	Latest Quarter Revenue Latest	Latest Quarter Revenue Yr. Ago	Latest Quarter Net Income Latest	Latest Quarter Net Income Yr. Ago	Latest Quarter E.P.S. Latest	Latest Quarter E.P.S. Yr. Ago	Year-to-Date Revenue Latest	Year-to-Date Revenue Yr. Ago	Year-to-Date Net Income Latest	Year-to-Date Net Income Yr. Ago	Year-to-Date E.P.S. Latest	Year-to-Date E.P.S. Yr. Ago
-	$	$	%	$	$	$	$	(100)	%	%	%	-	$	%	-	-	-	$Mil	$Mil	$Mil	$Mil	$	$	$Mil	$Mil	$Mil	$Mil	$	$
Hotels, Motels, and Casinos																													
Brock Hotel ..... N	10.25	.25	2.5	10.38	9.63	93.75	6.25	1,115	1.70	1.44	18.1	NE	.00	.0	.....	9 mos.	09-86	42.5	55.8	.2	(39.1)	(.49)	(42.50)	136.9	184.5	.8	(38.9)	.13	(42.00)
Club Med ..... N	27.63	- .13	- .5	27.75	26.88	32.25	21.25	615	.45	.57	- 21.1	21.8	.20	.7	.....	fiscal	10-86	70.2	58.2	(.3)	(1.3)	(.02)	(.09)	337.0	279.7	17.4	14.2	1.27	1.04
Golden Nugget ..... N	10.88	- .13	- 1.1	11.00	10.63	16.00	9.13	3,039	.92	2.13	- 56.8	90.6	.00	.0	.....	9 mos.	09-86	102.9	104.3	5.8	8.3	.16	.24	288.7	294.4	10.4	29.3	.31	.84
Hilton Hotels ..... N	77.25	3.25	4.4	77.75	74.00	80.25	62.75	2,151	.87	1.21	- 28.1	19.7	1.80	2.3	.....	fiscal	12-86	197.0	184.3	26.1	28.8	1.05	1.16	740.4	712.4	97.8	100.2	3.92	4.03
Holiday Cp ..... N	77.75	.88	1.1	78.25	77.25	81.00	54.25	11,988	5.12	6.21	- 17.6	18.7	.00	.0	NEW	fiscal	12-86	391.8	415.2	10.1	24.6	.46	.99	1647.8	1802.5	103.4	141.3	4.15	5.06
La Quinta Inns ..... N	13.25	- .38	- 2.8	13.75	12.88	19.75	11.25	1,364	.99	1.68	- 41.1	NM	.00	.0	.....	6 mos.	11-86	42.0	43.0	(2.0)	1.2	(.15)	.09	96.1	93.0	.5	5.2	.03	.36
Prime Mtr Inns ..... N	42.00	.50	1.2	42.13	39.75	45.38	24.50	2,995	1.03	1.46	- 29.5	37.2	.08	.2	NEW	6 mos.	12-86	10.4	79.6	(.3)	8.3	(.01)	.31	100.5	154.1	11.5	16.1	.39	.61
Ramada Inc ..... N	7.63	.38	5.2	7.88	7.00	11.00	6.00	18,217	4.59	2.51	82.9	28.2	.00	.0	NEW	fiscal	12-86	176.6	138.7	1.7	2.3	.05	.06	687.0	583.2	10.3	13.8	.27	.37
Resorts Intl A ..... A	54.63	9.63	21.4	56.50	45.00	77.00	42.75	5,457	8.48	2.63	222.4	NE	.00	.0	.....	9 mos.	09-86	117.3	87.9	38.3	1.9	5.95	.29	344.6	325.8	(8.5)	7.8	(1.32)	1.20
Servico Inc ..... M	19.50	- .50	- 2.5	20.00	19.25	26.63	16.75	213	.56	.93	- 39.8	NM	.00	.0	.....	*	09-86	NC	NC	NC	NC	NC	NC	42.3	NC	1.4	NC	.37	NC
Sonesta Intl ..... M	12.25	1.00	8.9	13.50	12.25	16.38	10.50	222	.73	.11	563.6	2.8	.20	1.6	.....	9 mos.	09-86	17.2	19.8	14.0	.5	7.30	.16	52.8	52.7	15.9	(.7)	5.21	(.25)
Utd Inns ..... N	34.88	- .13	- .4	35.00	34.50	51.75	34.50	46	.17	.89	- 80.9	NE	.00	.0	NEW	3 mos.	12-86	40.7	40.4	(2.2)	2.6	(.85)	.97	40.7	40.4	(2.2)	2.6	(.85)	.97
Other Companies with Food-Service Operations																													
Allegheny Bev ..... M	6.00	- 1.38	- 18.6	7.25	5.88	30.00	6.00	4,259	5.19	3.55	46.2	NE	.00	.0	.....	6 mos.	09-86	286.3	304.5	(8.2)	4.1	(1.01)	.29	587.8	529.8	(10.6)	74.0	(1.29)	11.23
Benihana Natl ..... M	5.88	- .25	- 4.1	6.00	5.63	12.00	5.13	158	.46	.89	- 48.3	NE	.00	.0	.....	6 mos.	09-86	18.9	15.6	(2.2)	.1	(.62)	.03	46.0	43.7	(3.4)	1.2	(.98)	.39
Disney Walt Co ..... N	58.50	2.50	4.5	59.00	53.50	59.00	30.75	26,622	2.04	2.28	- 10.5	32.1	.64	1.1	.....	fiscal	09-86	726.4	590.5	81.1	53.8	.59	.40	2470.9	2015.4	247.3	173.5	1.82	1.29
Flanigan Ents ..... A	4.50	.00	.0	4.50	4.25	5.50	3.50	43	.46	.45	2.2	NE	.00	.0	.....	9 mos.	06-86	7.5	12.8	(3.2)	NC	(2.93)	(.06)	29.3	44.7	(2.1)	.4	(1.73)	.40
Gen Mills ..... N	50.88	1.88	3.8	50.88	47.00	50.88	30.06	9,532	1.06	1.34	- 20.9	20.9	1.28	2.5	.....	6 mos.	11-86	1341.3	1203.5	69.9	46.0	.79	.52	2527.7	2271.4	129.0	94.9	1.45	1.07
Grace W R ..... N	54.50	.50	.9	55.13	53.00	60.75	45.25	9,838	2.37	2.73	- 13.2	18.5	2.80	5.1	.....	9 mos.	09-86	1321.2	1758.1	4.4	25.3	.10	.41	3982.2	5246.9	87.7	102.2	2.08	1.96
Hershey Foods ..... N	27.38	- 1.25	- 4.4	28.63	26.88	29.88	17.66	7,538	.84	1.07	- 21.5	19.3	.54	2.0	NEW	fiscal	12-86	615.0	540.9	37.7	35.4	.41	.38	2169.6	1996.2	132.8	112.1	1.42	1.19
Horn & Hardart ..... A	14.75	- 2.00	- 11.9	16.50	14.63	19.25	7.13	4,412	3.08	3.25	- 5.2	NE	.00	.0	.....	9 mos.	09-86	92.0	84.1	(37.1)	(5.9)	(2.60)	(.50)	279.0	257.7	(43.1)	(7.6)	(3.10)	(.66)
LDBrinkman Cp ..... M	5.38	.00	.0	5.63	5.25	9.88	4.88	1,270	2.12	2.08	1.9	8.5	.00	.0	.....	3 mos.	10-86	79.3	63.6	3.5	1.0	.56	.14	79.3	63.6	3.5	1.0	.56	.14
Ogden Corp ..... N	51.75	.25	.5	51.75	49.75	51.88	27.50	3,488	1.81	2.36	- 23.3	8.4	2.00	3.9	.....	fiscal	12-86	183.8	260.3	438.8	(43.5)	4.53	(2.28)	799.8	1026.4	470.5	(21.6)	6.15	(1.16)
Orange Julius ..... M	3.38	.13	3.8	3.50	3.00	9.00	3.00	374	2.13	.85	150.6	NE	.00	.0	.....	6 mos.	06-86	37.4	37.7	(.5)	(.4)	(.24)	(.21)	74.7	75.4	(.9)	(.7)	(.47)	(.42)
PepsiCo Inc ..... N	31.25	- .25	- .8	32.38	30.63	37.00	23.34	39,680	1.53	1.65	- 7.3	17.9	.64	2.0	NEW	fiscal	12-86	2786.9	2420.5	116.6	89.3	.44	.34	9290.8	8056.7	457.8	543.7	1.75	1.94
Pillsbury Co ..... N	39.25	.13	.3	40.00	38.13	41.19	31.31	13,378	1.55	1.51	2.6	16.1	1.00	2.5	.....	6 mos.	11-86	1688.4	1527.9	53.9	55.0	.62	.63	3071.2	2755.7	101.8	97.7	1.17	1.12
RJR Nabisco ..... N	59.75	- 1.88	- 3.0	61.50	57.50	65.63	34.88	41,863	1.67	1.60	4.4	15.6	1.60	2.7	NEW	fiscal	12-86	1986.0	2467.0	314.0	334.0	1.21	1.17	15978.0	13533.0	1064.0	1001.0	3.83	3.60
Southland Corp ..... N	50.00	.00	.0	53.75	48.88	60.50	44.00	27,894	5.83	3.53	65.2	11.4	1.12	2.2	.....	9 mos.	09-86	480.9	3342.3	183.8	79.3	3.78	1.65	6499.3	9479.0	176.9	169.0	3.53	3.55
Vie de France ..... M	5.25	- .13	- 2.3	5.50	5.13	7.75	4.75	1,930	1.81	1.06	70.8	21.9	.23	4.4	.....	6 mos.	12-86	15.0	14.7	.4	.9	.03	.07	29.7	29.0	1.2	1.9	.11	.17
Manufacturers and Distributors																													
Alco Standard ..... N	45.75	- 1.00	- 2.1	49.00	45.00	49.00	37.00	2,743	1.36	.89	52.8	16.8	1.28	2.8	.....	3 mos.	12-86	863.5	1021.2	14.8	14.8	.71	.66	863.5	1021.2	14.8	14.8	.71	.66
Anchor Hockng ..... N	28.25	.63	2.3	28.63	27.13	35.00	24.38	1,668	1.58	1.34	17.9	44.8	1.48	5.2	NEW	fiscal	12-86	203.3	187.8	1.8	(7.6)	.17	(.73)	757.8	720.3	6.6	2.4	.63	.23
Angelica ..... N	25.63	- .25	- 1.0	26.13	25.63	29.75	22.00	656	.71	.90	- 21.1	14.9	.64	2.5	.....	9 mos.	10-86	75.3	70.7	4.6	4.8	.49	.51	215.1	201.1	12.3	13.4	1.32	1.44
Anheuser Bu ..... N	33.25	1.63	5.1	33.75	31.25	33.75	20.56	33,019	1.21	1.36	- 11.0	19.7	.48	1.4	NEW	fiscal	12-86	1927.4	1697.9	111.4	79.2	.37	.25	7677.2	7000.3	518.0	443.7	1.69	1.42
Borden Inc ..... N	56.88	.38	.7	57.50	55.50	57.75	36.28	6,799	.92	1.43	- 35.7	19.0	1.12	2.0	.....	fiscal	12-86	1356.4	1246.6	68.8	55.7	.93	.73	5002.1	4716.2	223.3	193.8	3.00	2.50
Bridgford Fds ..... M	6.13	.25	4.3	6.13	5.75	7.75	4.25	10	.08	.22	- 63.6	17.0	.00	.0	.....	9 mos.	07-86	12.9	12.1	.1	(.1)	.07	(.06)	39.9	37.8	.3	.1	.26	.08
Campbell Soup ..... N	60.25	- .25	- .4	60.86	59.13	68.50	48.00	5,029	.78	.78	.0	17.0	1.44	2.4	.....	3 mos.	10-86	1114.6	1077.6	58.7	51.8	.90	.80	1114.6	1077.6	58.7	51.8	.90	.80
Carling OKeef ..... N	10.88	.13	1.2	10.88	10.38	11.75	8.38	309	.14	.18	- 22.2	NA	.48	NA	.....	9 mos.	12-86	229.2	231.7	6.6	2.7	.28	.10	733.6	735.7	16.4	6.4	.68	.22
Castle & Cooke ..... N	22.63	1.63	7.7	23.38	20.63	23.38	13.50	19,050	4.05	1.54	163.0	NE	.00	.0	.....	*	09-86	NC	NC	NC	NC	NC	NC	1412.2	NC	75.8	NC	1.41	NC
Clorox Co ..... N	60.00	2.00	3.4	60.38	57.63	62.25	45.00	3,390	1.27	1.72	- 26.2	15.9	1.52	2.5	.....	6 mos.	12-86	214.6	207.1	16.0	13.6	.60	.51	488.4	492.2	45.0	40.0	1.69	1.51
Coca Cola Co ..... N	43.63	1.38	3.3	44.13	41.00	44.88	28.63	35,369	.91	1.19	- 23.5	21.0	1.04	2.4	.....	9 mos.	09-86	2748.1	2172.7	233.1	195.6	.60	.49	7113.4	5967.0	619.8	532.9	1.60	1.35
Coors, Adolph ..... M	26.88	.50	1.9	26.88	26.63	31.63	23.13	6,322	1.74	1.68	3.6	15.3	.50	1.9	.....	9 mos.	09-86	415.0	405.4	18.9	17.8	.52	.51	1039.0	1002.2	55.4	45.6	1.54	1.30
ConAgra ..... N	30.88	.00	.0	31.25	29.25	32.50	23.19	7,967	1.20	1.40	- 14.3	18.1	.58	1.9	.....	6 mos.	11-86	1694.9	1444.1	37.8	30.8	.55	.45	3466.0	3019.9	65.6	53.4	.96	.78
Corning Glass ..... N	57.00	.00	.0	57.38	55.88	81.50	46.63	6,370	1.43	1.93	- 25.9	15.4	1.40	2.5	.....	fiscal	12-86	436.8	398.1	26.9	28.5	.60	.66	1856.3	1690.5	162.2	107.6	3.70	2.53
CPC Intl Inc ..... N	45.25	- .13	- .3	45.75	43.50	49.00	27.44	12,553	1.29	2.19	- 41.1	19.7	1.24	2.7	.....	fiscal	12-86	1201.9	1071.5	73.5	51.9	.80	.53	4548.8	4209.9	219.2	142.0	2.30	1.46
Dean Foods ..... N	31.63	1.00	3.3	32.25	30.38	33.69	25.13	1,266	.47	.71	- 33.8	20.7	.46	1.5	.....	*	11-86	NC	NC	NC	NC	NC	NC	693.0	NC	18.2	NC	.68	NC
Doskocil Cos ..... O	1.06	- .06	- 5.6	1.13	1.00	2.31	.88	4,634	.79	.55	43.6	17.7	.00	.0	.....	9 mos.	09-86	61.8	28.0	.5	.9	.01	.01	169.1	79.4	2.7	2.4	.05	.04
Ecolab Inc ..... N	27.63	- .13	- .5	28.50	26.88	29.19	20.75	2,787	1.02	1.42	- 28.2	16.7	.58	2.1	.....	3 mos.	09-86	199.0	187.1	9.8	8.8	.36	.33	199.0	187.1	9.8	8.8	.36	.33
Fleming Cos ..... N	38.88	.38	1.0	39.88	38.38	44.88	31.00	1,531	.70	.99	- 29.3	21.6	1.00	2.6	.....	fiscal	12-86	1885.0	1813.1	2.8	17.1	.13	.79	7650.0	7095.0	39.3	60.1	1.80	2.87
Fort How Pap ..... N	52.88	1.13	2.2	53.75	49.88	60.50	42.88	10,250	1.52	1.57	- 3.2	24.3	1.08	2.0	.....	fiscal	12-86	385.6	318.7	20.1	35.9	.30	.56	1549.3	1363.3	146.4	157.0	2.18	2.47
Heinz, HJ ..... N	46.13	.00	.0	46.25	44.38	48.25	31.63	11,423	.86	.92	- 6.5	20.1	1.00	2.2	.....	6 mos.	10-86	1157.2	1085.5	84.0	74.9	.61	.55	2241.6	2133.6	169.7	156.5	1.23	1.14
Hormel, George ..... A	34.88	.13	.4	34.88	34.00	37.63	24.38	586	.31	.27	14.8	17.2	.60	1.7	.....	fiscal	10-86	552.2	430.5	16.1	13.9	.83	.72	1960.2	1502.2	39.1	38.6	2.03	2.01
Intl Multifood ..... N	26.38	.75	2.9	26.38	25.50	31.53	22.50	2,853	2.01	1.44	39.6	16.5	1.18	4.5	.....	9 mos.	11-86	297.2	364.5	6.7	9.7	.46	.79	1033.4	1002.1	14.6	18.0	1.03	1.46
James River ..... N	39.50	.50	1.3	39.50	36.88	40.88	22.00	13,920	1.71	2.33	- 26.6	22.6	.40	1.0	.....	6 mos.	10-86	1160.4	674.5	36.2	28.6	.43	.54	2230.1	1304.4	82.4	52.3	1.01	1.03
Kellogg ..... N	59.38	- .88	- 1.5	61.25	56.75	62.38	33.75	8,075	.65	.80	- 18.8	24.2	1.08	1.8	.....	9 mos.	09-86	866.2	794.9	102.8	93.6	.83	.76	2531.4	2212.1	248.5	226.9	2.01	1.84
Kraft Inc ..... N	57.00	.00	.0	57.88	53.63	65.88	43.63	17,003	1.26	1.26	.0	19.5	1.72	3.0	.....	fiscal	12-86	2414.4	2658.7	119.0	129.1	.87	.89	8742.2	9942.3	413.2	466.1	2.93	3.22
Litton Ind ..... N	81.88	.50	.6	82.38	80.00	92.25	71.75	3,270	1.20	1.65	- 27.3	36.9	.00	.0	.....	3 mos.	10-86	1064.1	1102.9	34.3	43.7	1.26	1.56	1064.1	1102.9	34.3	43.7	1.26	1.56
Manitowoc ..... M	20.00	- .25	- 1.2	20.25	19.75	22.50	16.00	1,983	1.82	2.06	- 11.7	NE	.80	4.0	.....	6 mos.	12-86	46.8	51.3	(2.8)	.5	(.26)	.05	110.7	86.0	1.9	4.0	.17	.37
McCormick ..... M	44.00	2.13	5.1	44.25	41.63	45.25	37.13	1,771	1.47	1.90	- 22.6	17.9	1.00	2.3	.....	fiscal	11-86	293.8	267.2	21.2	16.9	1.45	1.38	975.7	873.0	29.7	27.8	2.46	2.27
Oneida Ltd ..... N	13.88	- 1.00	- 6.7	14.88	13.63	18.63	9.88	301	.45	1.16	- 61.2	37.5	.40	2.9	.....	9 mos.	10-86	75.0	70.0	1.7	3.2	.26	.48	204.9	191.7	1.1	.4	.15	.05
Philip Morris ..... N	85.25	- 1.88	- 2.2	87.00	83.00	91.25	49.38	42,474	1.77	1.95	- 9.2	13.8	3.00	3.5	.....	fiscal	12-86	6553.0	1480.6	371.0	101.9	1.57	1.19	25409.0	12149.0	1478.0	1074.0	6.20	5.24
Proct & Gambl ..... N	86.00	.25	.3	87.50	84.50	91.00	64.50	15,190	.90	1.00	- 10.0	19.4	2.70	3.1	.....	6 mos.	12-86	4255.0	3865.0	190.0	165.0	1.11	.99	8611.0	7470.0	463.0	415.0	2.72	2.48
Quaker Oats ..... N	50.25	.50	1.0	50.63	47.00	50.63	29.38	12,384	1.58	1.33	18.8	16.7	.80	1.6	.....	6 mos.	12-86	1083.6	916.8	87.9	36.1	1.12	.45	2043.9	1762.4	121.3	63.8	1.55	.79
Ralston Purina ..... N	79.00	2.63	3.4	79.25	75.38	79.25	53.38	7,648	1.00	1.46	- 31.5	15.3	1.24	1.6	.....	3 mos.	12-86	1510.0	1331.0	298.9	174.3	3.97	2.23	1510.0	1331.0	298.9	174.3	3.97	2.23
Reynolds Metal ..... N	51.50	1.00	2.0	52.00	49.38	52.75	38.50	9,377	4.36	3.45	26.4	6.3	1.00	1.9	.....	fiscal	12-86	863.9	806.9	140.5	(4.3)	6.27	(.36)	3638.9	3415.6	191.8	(297.5)	8.18	(13.92)
Rykoff-Sexton ..... N	26.38	- .63	- 2.3	27.13	26.00	32.38	24.00	1,317	1.90	2.13	- 10.8	26.9	.60	2.3	.....	6 mos.	10-86	278.3	247.0	2.3	2.5	.33	.36	545.6	469.9	3.9	5.7	.56	.82
Rymer Co ..... N	22.13	- .38	- 1.7	22.25	21.75	23.38	15.25	158	.51	1.02	- 50.0	NM	.00	.0	.....	fiscal	10-86	74.3	22.7	(1.0)	1.6	(.55)	.42	258.9	87.7	2.4	4.5	.21	1.45
Sara Lee ..... N	43.63	.75	1.7	44.38	41.13	45.00	26.00	7,705	.72	1.12	- 35.7	19.7	1.00	2.3	.....	6 mos.	12-86	2320.0	2052.8	75.0	61.3	.69	.56	4400.0	3997.4	128.0	108.2	1.17	.98
Scott Paper ..... N	77.00	- 2.63	- 3.3	80.00	75.50	80.63	52.75	5,993	1.65	1.78	- 7.3	15.5	1.36	1.8	.....	fiscal	12-86	986.4	826.6	52.9	49.6	1.40	1.31	3437.0	3049.5	186.5	201.1	4.96	4.52
Shelby Wms ..... M	19.75	1.25	6.8	19.75	19.50	28.00	14.38	3,374	3.25	1.95	66.7	21.9	.24	1.2	.....	fiscal	12-86	36.3	33.8	3.3	3.1	.32	.31	130.5	118.0	9.3	8.4	.90	.82
Smucker, J.M. ..... N	43.50	- 2.25	- 4.9	45.75	42.75	49.25	37.25	300	.41	.53	- 22.6	19.6	.60	1.4	.....	6 mos.	10-86	78.1	71.5	4.3	4.3	.59	.57	147.5	135.6	8.8	8.4	1.20	1.13
Staley Cont ..... N	27.88	.50	1.8	28.00	26.13	34.63	23.25	3,548	1.23	2.60	- 52.7	28.2	.80	2.9	.....	3 mos.	12-86	822.7	714.3	9.8	5.6	.30	.19	822.7	714.3	9.8	5.6	.30	.19
Sysco Corp ..... N	36.13	- .88	- 2.4	37.00	34.75	38.00	24.50	2,718	.61	1.11	- 45.0	26.4	.28	.8	.....	6 mos.	12-86	902.4	802.8	15.4	15.4	.35	.36	1780.4	1537.5	31.6	29.6	.72	.69
Tyson Food Inc ..... M	31.00	3.38	12.2	31.00	28.00	37.75	17.63	6,355	1.49	1.26	18.3	24.2	.04	.1	.....	3 mos.	12-86	427.7	294.2	15.5	10.8	.36	.26	427.7	294.2	15.5	10.8	.36	.26
Welbilt Cp ..... M	27.00	.75	2.9	27.00	26.50	27.25	18.50	893	1.69	1.69	.0	13.6	.00	.0	.....	9 mos.	09-86	55.0	42.0	2.6	1.9	.49	.41	146.4	113.9	7.3	5.6	1.44	1.22
Wilson Foods ..... M	10.25	.00	.0	10.63	10.13	11.13	7.13	2,506	3.48	3.22	8.1	93.2	.00	.0	.....	3 mos.	10-86	361.9	370.2	.5	(24.0)	.07	(4.00)	361.9	370.2	.5	(24.0)	.07	(4.00)

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NEWSPAPER

Computer question: Not how, but when

Cover story/Focus Section

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Nation's
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NATION'S RESTAURANT NEWS 20 1967-1987

The Weekly Newspaper of the Food-Service Industry

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Marriott takes the driver's seat on toll roads

A combination Burger King/Popeyes unit at the Abraham Lincoln oasis on the Illinois Tollway.

By Rick Van Warner

WASHINGTON, D.C. — Gobbling up roadside sites and converting them to well-known fast-food concepts, Marriott Corp.'s highway division has seized control of the exploding toll road market with about 100 locations throughout 12 states.

Gripping the fast lane's captive audiences with Roy Rogers, Burger Kings, Popeyes, and other concepts, the division has blossomed from a $17 million operation in 1983 into a lucrative business projected to gross more than $200 million this year.

McDonald's holds a smaller share of the turnpike market, with 19 units in four states, including four units leased from Marriott along the Ohio Turnpike.

The burger giant also operates 10 free-standing units at rest areas along the Connecticut Turnpike. But since tolls were removed from that highway last year, it's unclear whether these particular units will enjoy the huge volumes that seemed to be sparked by customer's "captive" perception of pay highways.

Other players include Hardee's, with 15 stores in four states; Wendy's, with two

*(See **MARRIOTT**, page 99)*

Rush Street success proves elusive as location becomes more exclusive

Chicago restaurateurs face big rent hikes as chains move in

By Carolyn Walkup

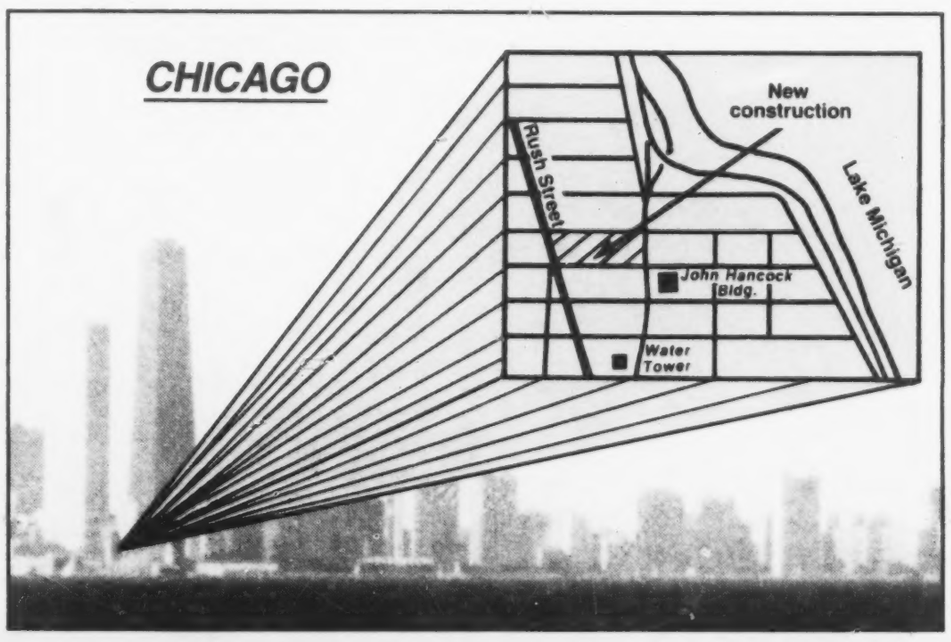
CHICAGO — Rush Street, long known as the the city's entertainment center, is fast becoming a restaurant location where only the strong survive.

As rents double and triple for long-established operators, national operations—including Mrs. Field's and David's cookie shops, T.J. Cinnamon's bakery, and Pillsbury-owned Bay Street dinnerhouse—are making a grab for the market. But some, such as a Tony Roma's franchise, have already failed.

The newcomers appear to be hoping that a Bloomingdale's department store and a Four Seasons hotel, both under construction, will bring in hordes of new customers. The construction project will house five full-service restaurants, several snack shops, and a 1,000-car parking garage.

"This will be a world-class

*(See **RUSH ST.**, page 95)*



Beverly Hills bans smoking in restaurants

By Richard Martin

BEVERLY HILLS, Calif. — Over the heated objections of restaurateurs and business leaders, the five-member city council here has unanimously approved an outright ban on smoking in the city's nearly 150 restaurants.

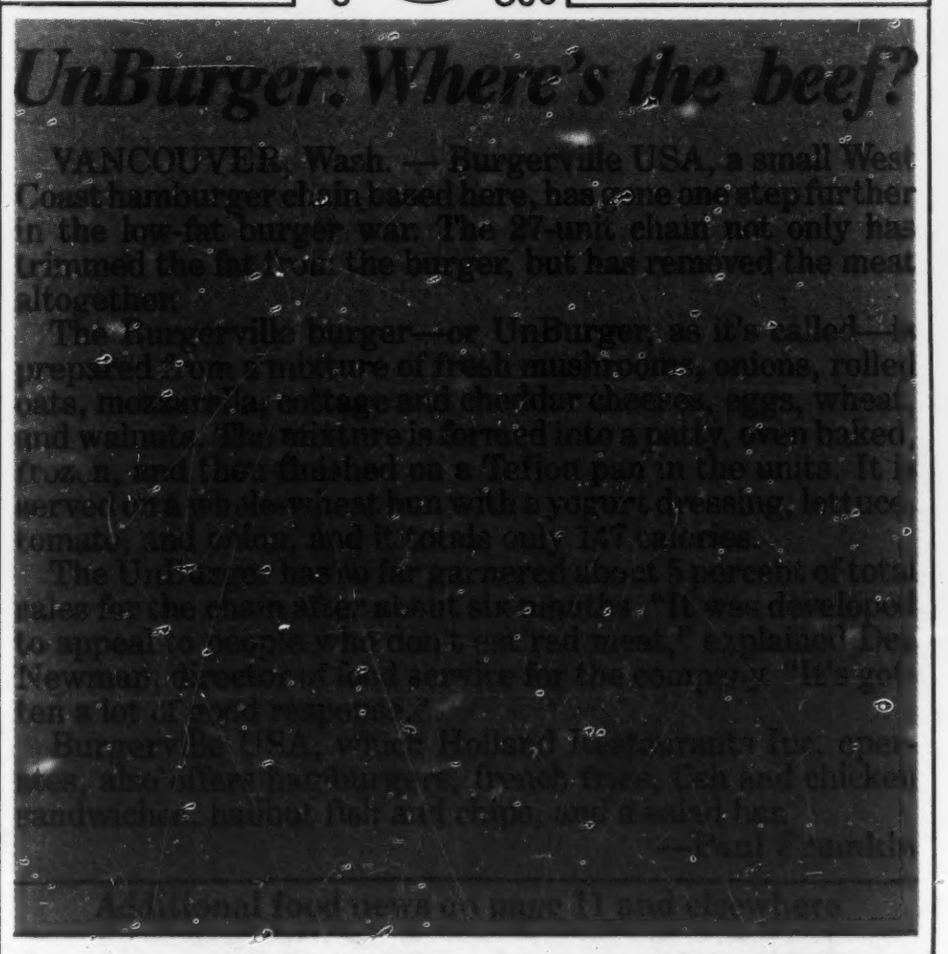
If validated on a second council vote March 3, the ordinance would take effect 30 days later, making Beverly Hills the first California city to outlaw smoking in restaurants. Aspen, Colo., has a similar law on its books. Many other municipalities around the nation have merely mandated that no-smoking sections be set aside.

In New York state, smoking will be banned in public indoor areas and severely restricted in restaurants beginning May 7. The State Public Health Council adopted new antismoking rules that require restaurants with more

*(See **SMOKING**, page 16)*

FOOD WATCH

UnBurger: Where's the beef?



VANCOUVER, Wash. — Burgerville USA, a small West Coast hamburger chain based here, has gone one step further in the low-fat burger war. The 27-unit chain not only has trimmed the fat from the burger, but has removed the meat altogether.

The Burgerville burger—or UnBurger, as it's called—is prepared from a mixture of fresh mushrooms, onions, rolled oats, mozzarella, cottage and cheddar cheeses, eggs, wheat and walnuts. The mixture is formed into a patty, oven baked, frozen, and then flashed on a Teflon pan in the units. It is served on a whole-wheat bun with a yogurt dressing, lettuce, tomato, and onion, and it totals only 147 calories.

The UnBurger has so far garnered about 5 percent of total sales for the chain after about six months. "It was developed to appeal to people who don't eat red meat," explains Dee Newman, director of food service for the company. "It's gotten a lot of good response."

Burgerville USA, whose Holland Restaurants Inc. operates, also offers barbecue, fresh trout, clam and chicken sandwiches, halibut fish and chips, and a salad bar.

—Paul Franklin

Additional food news on page 11 and elsewhere.

Wendy's okays sale of its 70 Sisters units

Planning for burger chain revival

By Peter Romeo

DUBLIN, Ohio — Stung by last year's $4.9 million loss, Wendy's International Inc. is jettisoning its Sisters chicken-and-biscuits restaurant business to spend more time and money reviving its 3,727-unit hamburger chain.

Wendy's has agreed to sell the 70-unit Sisters chain for $14.5 million in cash and notes to Cleveland-based Sis Corp., which with 20 of the family-oriented fast food restaurants is the system's largest franchisee.

"Sisters clearly is destined for success," Wendy's told stockholders shortly after acquiring the chicken chain from James Near in 1981. "We expect one hundred fifty to two hundred fifty Sisters restaurants to be open by the end of 1985." Near, who founded Sisters, continued to run it until he was named president of Wendy's last year.

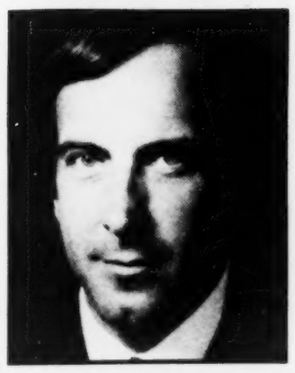
Proceeds from the Sisters sale would be used for Wendy's back-to-burgers retrenchment, for which the chain dusted off its "hot and juicy" 1970s ad campaign.

Wendy's has also jumped back into the breakfast market with a biscuit sandwich test. Sales trials of a new,

*(See **WENDY'S**, page 16)*

Pillsbury lauds turn at Godfather's chain, cites success of slices

Three-year sales slump is reversed; five-percent gain seen for fiscal year



Campbell

By Don Jeffrey

WESLEY CHAPEL, Fla. — While Burger King, Steak & Ale, and Bennigan's struggle with soft or declining sales, Pillsbury's once-troubled pizza chain, Godfather's, has reversed three years of crumbling sales trends, executives told a gathering of financial analysts here.

Attributing the turnaround to the limited rollout of by-the-slice pizza last summer and the operational innovations of Godfather's president, Herman Cain, Jeffrey Campbell, chairman of Burger King, projected a five percent same-store sales gain for the fiscal year ending in May. But, he added, expansion would not be reconsidered until next year.

Godfather's is also testing home delivery, which, he said, "has the potential to be a key to business." He said the single-phone-number system was being used to direct deliveries from regular Godfather's outlets. Pizza Hut, by contrast, makes deliveries from a central kitchen.

Campbell said Burger King's same-store sales would increase 2 percent this fiscal year, and he projected declines at Pillsbury's two major full-service concepts—Steak and Ale, which could drop 8 percent, and Bennigan's, off 2 percent.

John Stafford, Pillsbury chairman, said at the conference that, because of declining sales, profits, and return on investment, capital spending for restaurants would be reduced this year. He indicated that "alternative approaches" to unit expansion might be adopted, such as building Burger King units with limited seating and double drive-throughs.

Stafford also said Burger King might make a second public sale of master limited partnership units this year, selling 100 to 125 Burger King properties to raise $60 million in cash.

Campbell also noted Burger King's most recent product introduction, the 1-ounce hamburgers packed by threes, sixes, and twelves as Burger Bundles. "Initial sales are very encouraging," he said. The test would be expanded from 12 markets, but he could see "no hurry" to roll it nationwide, he added.

In addition, Burger King, like McDonald's, is testing prepackaged salads but has made no decision to roll them out, Campbell said. He also noted franchisees might be given the option of offering prepacked salads or continuing with salad bars.

Turning to Pillsbury's dinnerhouse concept, Steak & Ale, Campbell said that a new menu and decor had resulted in customer count gains but that check averages had declined "slightly." At Bennigan's, he explained, waning liquor consumption had "overshadowed" real growth in food sales.

Asked whether Pillsbury would divest itself of the ailing Steak & Ale chain, Stafford said, "We're not considering divestiture of Steak and Ale right now." Stafford had noted that Steak & Ale's return on investment hovered at 18 percent to 19 percent, while the corporate target is 23 percent to 24 percent.

Melman buys Cucina Cucina!, will convert to a 'casual' theme

By Charles Bernstein

CHICAGO — Operating faster than the speed of light in devising new restaurant opportunities, Richard Melman has purchased Roger Greenfield's Cucina Cucina! on West Huron Street, just a block from the Scoozi restaurant that Melman opened in the River North area three months ago.

Melman, who took over the management contract from Greenfield on McMahon's restaurant in Lincoln Park in January, when that restaurant opened, consummated the Cucina deal just hours after the financially hard-pressed Greenfield shuttered the restaurant.

Melman indicated he would keep it closed and would convert it to a "casual-type fun" restaurant by this summer.

As president of Lettuce Entertain You Enterprises, Melman operates or has partnerships in a myriad of diverse restaurant concepts, including Ed Debevic's diners, Shaw's Crab Houses, Cafe Ba-Ba-Reeba, Un Grand Cafe, Ambria, the Pump Room, and Avanzare, to name a few.

Greenfield, who closed his Coyote Grill in January, has attributed his continuing problems to an inability to meet payments on back rent. But he has said he is determined to stick with and concentrate on his three-year-old Dixie Bar & Grill on West Chicago Avenue. He also retains his original American Grill in suburban Glenview.

Drexel sued by Staley for 'extortion'

CHICAGO — Staley Continental, a huge corn-refining, food-service products and distribution company, has filed a $200 million damage suit in U.S. District Court here, accusing the giant New York investment firm of Drexel Burnham Lambert of trying to force or "extort" a leveraged buyout.

The suit calls Drexel's actions part of an "illegal pattern of racketeering activity" and seeks to block the firm from buying any Staley stock or trying in any way to acquire Staley Continental, which itself is the result of a 1985 Staley acquisition of CFS Continental (after Kraft had attempted to buy CFS).

Drexel, already under severe pressure in a widespread Wall Street insider-takeover probe, called the suit shocking, absurd, and "totally without merit." It issued a statement that "we already were in the process of responding to an agreement proposed by Staley, which they indicated would conclude the matter to their satisfaction. . . The timing of the suit is an ill-conceived attempt to capitalize on the current climate."

But Staley officials said that negotiations had failed and that "we concluded it is in the best interests of our company, our shareholders, and the investing public that Drexel's conduct and actions be exposed."

Staley's suit contends that after Staley dropped plans last fall to sell 4 million shares of stock to reduce debt, Drexel suggested that Staley go private in a leveraged buyout.

The suit maintains that Drexel engaged in "manipulative trading of Staley stock" in an effort to overcome Staley's plan to issue the shares and that Drexel had acquired more than 5 percent of Staley's stock without reporting it.

LATE NEWS DIGEST

Bombay buying Lifestyle

NEW YORK — Bombay Palace Restaurants Inc. has signed a definitive agreement to merge a wholly-owned subsidiary with Lifestyle Restaurants, operator and franchisor of 51 Beefsteak Charlie's dinnerhouses. The agreement called for the conversion of each share of Lifestyle stock to one-fifth share of Bombay stock. A Bombay spokesman said Beefsteak Charlie's concept would be retained and that Lifestyle chairman and chief executive Lawrence Ellman would remain with the new company.

JB's taps Gonzales

SALT LAKE CITY — JB's Restaurants Inc., a 135-unit Big Boy franchisee, has hired Fred P. Gonzales, formerly Ponderosa's senior vice president of marketing, as executve vice president of operations and chief operating officer. Gonzales has also held the top marketing post at Church's.

Allegheny cancels spin off

BALTIMORE, Md. — Allegheny Beverage Corp. said that because of disappointing operating results in its contract-feeding division it has cancelled plans to spin off its Service America Corp. subsidiary. The company said it hoped to turn the subsidiary's operations around.

Swensen's elevates Doughty

PHOENIX, Ariz. — Swensens' Inc. has named president and chief executive Patrick J. Doughty to the additional post of chairman, succeeding Karl Eller, who remains a member of the board of directors. Doughty raised his stake in the company to 14 percent after buying 500,000 shares of Swensen's stock from a company controlled by Eller. Eller still owns 53 percent of the company.

WALL STREET UPDATE

Index up to 184.8

NEW YORK — The *Nation's Restaurant News* Stock Index went up 4.7 points in the ended Feb. 20, closing at 184.8.

Price-change winners beat the losers by about 3 to 2.

(Full story and tables, pages 100-102)

Winners gets credit line

BRENTWOOD, Tenn. — Winners Corp., which lost $2.1 million in 1986, said it restructured and extended its credit agreement with four banks. The company, which operates and franchises Mrs. Winners outlets and is a Wendy's franchisee, owes $5.3 million in short-term debt. Refinancing has allowed the Winners Corp. to maintain a creditline of $9 million.

Disney, Levy in talks

LAKE BUENA VISTA, Fla. — Walt Disney World is negotiating with a group of food-service operators to manage either individual restaurants or a food pavilion at the giant amusement park. Chicago's Levy Organization reportedly is one operator in the running for the contract.

UAL renamed Allegis

CHICAGO — UAL Inc. is changing its name to Allegis Inc. The company owns United Airlines and Westin hotels and recently acquired Hilton International hotels from Transworld Corp.

From staff and wire reports

INSIDE THIS ISSUE

Brand names are starting to play an important role in identifying menu items, as customers demand specific entities such as Perrier water, Häagen-Dazs ice cream, or certified Black Angus steaks. *Page 11.*

Mark Miller's Coyote Cafe in Santa Fe, N.M., refines Southwestern cuisine by melding the area's pre-Hispanic influences with Californian cooking techniques. *Page 11.*

Musical chairs is the name of the game for the major chains as they continue to juggle advertising agencies, trying to find the campaign that will set their sales figures ablaze. *Page 13.*

Knowing your product means that one doesn't have to pay the highest price to buy the best quality. *Page 14.*

Pea Soup Andersen's, the 62-year-old landmark windmill in Buelton, Calif., tries to come back from hard times through a variety of approaches, from off-premises catering to publishing a cookbook. *Page 20.*

Seafood restaurant operators are finding creative ways to combat wildly fluctuating prices and supply availability. *Page 80.*

Index

Columns

Beer, Wine & Spirits F45
Currents in Cuisine 11
Dateline Washington F45
Editor's Corner 9
Equipment Corner F12
Menu Trends 11
Midwest Report 80
On Marketing 13
Purchasing & Commodities 14
Reporters' Journal 9
West Coast Report 20

Sections

Advertiser Index 102
Advertising & Promotions 13
Columnists F45
Classified 89-95
Financial News 100-102
F.I.R.S.T. Instructions 12
Food Trends 11
Letters F45
Opinion 9
Pictures in the News 25
Product News 85, 88

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COVER STORY

THE COMPUTER ISSUE: NOT WHEN, BUT HOW

So far, the 1980s have been the decade of the computer. Automation has rapidly permeated nearly all facets of our society and will increasingly become essential to successful business.

Food service is no exception.

Automation has been used in a wide variety of applications in many restaurants. But the question among restaurateurs now and in years to come must not be, "Do I need to automate?" but, "How may I most effectively utilize computerization within my operation?"

Success for both today's and tomorrow's restaurants will largely hinge on the ability to adapt and properly employ computer technology.

"Without it [the computer], I don't think there will be a good survival rate in the food-service industry," said Dr. Michael Kasavana, a professor and acting director of Michigan State University's school of hotel, restaurant, and institutional management.

Probably the most common form of computer technology in food service is the point-of-sale system (POS). Present for several years in a wide spectrum of food-service companies, POS systems and electronic cash registers have virtually replaced the traditional cash register and time clock.

Employees "punch in" and "punch out" by entering their individual codes into the system. All orders and sales are recorded in it.

The POS system—which consists of a "master" center containing a central processing unit and remote cash register-type terminals coined "slaves"—thereby absorbs and stores a wealth of daily information concerning sales and labor. It compiles data on product mix, sales by daypart, labor scheduling, labor costs, inventory, and recipe costs.

Electronic cash registers, which house self-contained central processing units, offer much of the same functions.

POS polled every day

Many multi-unit operators poll the POS systems in each unit daily from headquarters to gather comprehensive, day-by-day performance results that afford a higher level of control and management than has been evident before. A mainframe at a company's headquarters usually conducts the polling automatically via telephone line hookups.

Some chains, such as Carl Jr.'s, have further linked their regional offices to the mainframe via telephone wires so that previous-day information on a region's restaurants is contained in smaller computers at each district office by the next morning.

Other companies employ different methods providing communication nearly as quick.

In any event, where polling is used, headquarters and regional offices house detailed data that are updated daily on all of the restaurants in the system or area.

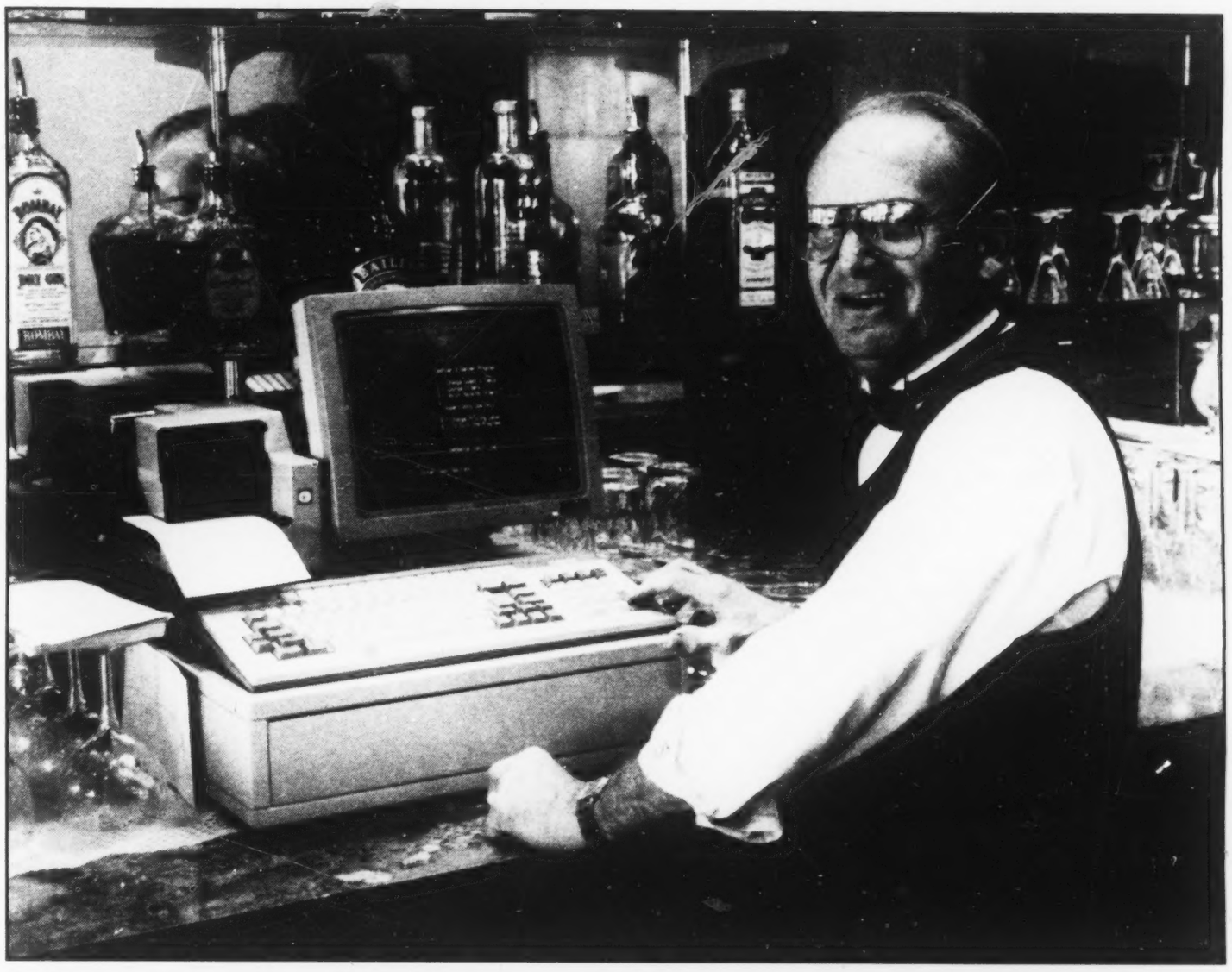
While extensive management information is extracted from systemwide polling, back at the restaurant level the POS system serves as the anchor of several additional setups.

In many operations back-of-the-house printers are cabled to the POS system so that orders go directly to the kitchen as soon as they're entered. Not only does that setup significantly speed service; it enhances the productivity of front-of-the-house employees, who no longer have to constantly run a gauntlet between the kitchen and dining areas.

Especially well-suited for full-service establishments, remote printers may also be placed in the kitchen and the bar area to greatly increase the efficiency of the process from order to service.

Let's take the process one step further. A few large operations have enlisted hand-held ordering devices, which communicate electronically with the POS system.

As a waiter enters an order at tableside, the POS system processes it and sends instructions to printing units in the proper areas—drink orders print out at the bar; food orders, in the kitchen.



In bars as well as full-service restaurants, personal computers allow managers to compile information that will help monitor costs, profits and losses, inventory, labor, and accounting.

Useful in restaurants

Personal computers also have found their way into the restaurant in recent years.

In independent or full-service chain restaurants, pcs allow the manager to greatly expand on POS data to further monitor costs, profits and losses, inventory, labor, accounting, and budgeting. The computers greatly reduce paperwork and manual computations and are good tools for planning and forecasting.

Some restaurants have utilized the word-processing capabilities of personal computers to print new menus or even daily market sheets. The entire menu, including any graphics, can be composed on the pc and printed out at a much lower cost than was previously possible. With the pc, cost needn't play a large role in the decision to change the menu.

In some cases, back-office pcs are integrated with front-of-the-house POS systems. When networks are integrated, data processing is much quicker and less labor intensive, since information is entered only once.

Some software even provides continuous updating of sales, inventory, and labor information as the day goes by, affording management the opportunity to monitor all aspects of the restaurant's operations.

Although back-of-the-house pcs will probably become increasingly common in full-service establishments, it's unlikely they'll make much of an impact in large fast-food chains.

Aside from the cost factors involved, it becomes a question of how much the manager of a fast- food unit needs to know.

As one leading operator noted when discussing accounting functions, "I don't think a manager needs to know that on a daily basis."

Cooking by computer

Monitoring data and managing numbers are by no means the only area in food service where automation is making inroads.

Computerized cooking has emerged as a strong force, especially within fast feeders.

With a shrinking and unskilled labor force, fast-food chains have probably been hardest pressed for ways to simplify the operation of their restaurants. Quality and consistency demand labor simplification.

Microprocessor-controlled cooking computers are now in place or are being tested on the fryers, ovens, and other cooking devices of many chains.

Any way a fast feeder can simplify its operation for employees is certain to be a boon, and process controllers will probably become commonplace.

Some chains even plan to link the controllers with existing computer systems in units to more closely monitor product usage, oil usage, and proper operational procedures.

Computerized energy management systems also have entered the food-service arena.

At Skipper's seafood chain in the Pacific Northwest, a sophisticated system controls all heating, ventilation, and air conditioning in each restaurant, maintaining proper temperatures throughout the day. It controls the security system, lighting, and even the outside signage depending on the intensity of natural light.

At some restaurants outside electronic message boards utilizing liquid crystal display technology have replaced conventional boards, where changes are made by hand. At two Wendy's restaurants in Columbus, Ohio, managers enter several messages for display within certain time frames through a computer program. For example, signs might tout breakfast or lunch specials during the respective dayparts and then later display a local public-service announcement.

Central computerized phone systems for home delivery within a metropolitan market have been installed or are being tested among several pizza chains as well as at Kentucky Fried Chicken. A central switchboard and computer receives all of the calls in a market and routes them to the closest restaurant via telephone lines for quick delivery. The data stored in the mainframe may be accessed for direct mailings or other marketing programs.

Computer applications seem limitless. Electronic drink-dispensing systems will accurately measure and dispense liquor for cocktails while automatically debiting the POS system. Video training programs have become commonplace in many chains.

A labyrinth of uses for automation in food service can be as subtle as an electronic toe switch that opens drive-through windows to free an operators' hands or as complex as robots that may perform service, production, or sanitation tasks.

It appears that restaurant applications for the computer can be as creative as the end-user desires. One fact is indisputable—the computer is here to stay, in food service as well as other industries.

This Focus/NRN Cover Story was reported and written by associate editor Rick Van Warner.